



## Kansas Tobacco Quitline Demographic Report

From 2/1/2011 through 2/28/2011

Contract Dates from 7/1/2010 through 2/28/2011

Print Date/Time 3/2/2011 2:30:39 AM

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls Free & Clear, Inc. to enroll in a program or receives information about a program.

### Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	205	84.4 %	1655	78.4 %
Phone: Inbound Spanish	-	-	11	0.5 %
Phone: Re-enrollment Offer	-	-	1	0.0 %
Phone: Outbound Self-Referral	-	-	40	1.9 %
Web	3	1.2 %	19	0.9 %
Fax	35	14.4 %	386	18.3 %
<b>Total</b>	<b>243</b>	<b>100.0 %</b>	<b>2112</b>	<b>100.0 %</b>

### Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	210	86.4 %	1877	88.9 %
Proxy	8	3.3 %	43	2.0 %
Provider	6	2.5 %	60	2.8 %
General Public	19	7.8 %	132	6.3 %
<b>Total</b>	<b>243</b>	<b>100.0 %</b>	<b>2112</b>	<b>100.0 %</b>

### How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	15	6.7 %	106	5.5 %
Cigarette Pack (Quit Assist)	-	-	7	0.4 %
Community Organization	8	3.6 %	77	4.0 %
Employer/Worksite	15	6.7 %	82	4.2 %
Family/Friend	35	15.7 %	256	13.2 %
Health Department	15	6.7 %	108	5.6 %
Health Insurance	5	2.2 %	42	2.2 %
Health Professional				22.7 %
<i>Dental Hygienist</i>	-	-	8	0.4 %
<i>Dentist</i>	5	2.2 %	38	2.0 %
<i>Health Care Provider</i>	26	11.7 %	246	12.7 %
<i>Health Educator</i>	1	0.4 %	12	0.6 %
<i>Mental Health Provider</i>	2	0.9 %	5	0.3 %
<i>Nurse</i>	6	2.7 %	58	3.0 %
<i>OB/GYN Specialist</i>	-	-	1	0.1 %
<i>Other</i>	7	3.1 %	50	2.6 %
<i>Other Specialist</i>	-	-	11	0.6 %
<i>Pharmacist</i>	-	-	1	0.1 %
<i>Social Worker</i>	-	-	11	0.6 %
<i>Substance Abuse Provider</i>	-	-	1	0.1 %
<b>Sub Total</b>	<b>47</b>	<b>21.1 %</b>	<b>442</b>	<b>22.7 %</b>
Newspaper/Magazine	2	0.9 %	92	4.7 %
Outdoor Ad				0.8 %
<i>Banner</i>	-	-	2	0.1 %
<i>Billboard</i>	1	0.4 %	12	0.6 %
<i>Other</i>	-	-	2	0.1 %
<b>Sub Total</b>	<b>1</b>	<b>0.4 %</b>	<b>16</b>	<b>0.8 %</b>



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## How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Radio	7	3.1 %	63	3.2 %
TV/Commercial	49	22.0 %	287	14.8 %
TV/News	3	1.3 %	97	5.0 %
Website	5	2.2 %	77	4.0 %
Does Not Remember	-	-	18	0.9 %
Other	16	7.2 %	174	9.0 %
Refused	5		47	
Not Collected	15		121	
<b>Total</b>	<b>243</b>	<b>100.0 %</b>	<b>2112</b>	<b>100.0 %</b>

## Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	65	33.5 %	610	36.6 %
Female	129	66.5 %	1058	63.4 %
Refused	-		-	
Not Collected	-		6	
Not Asked	-		22	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	9	4.7 %	107	6.6 %
Non-Hispanic	182	95.3 %	1524	93.4 %
Does Not Know	-	-	-	-
Refused	1		16	
Not Collected	2		43	
Not Asked	-		6	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	143	74.9 %	1302	79.9 %
Black or African American	24	12.6 %	163	10.0 %
Asian				0.7 %
Asian Indian	-	-	2	0.1 %
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	1	0.1 %
Korean	-	-	2	0.1 %
Laotian	1	0.5 %	1	0.1 %
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	-	-	-	-
Other Asian	2	1.0 %	5	0.3 %



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## Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.7 %
<i>Indonesian</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
<b>Sub Total</b>	<b>3</b>	<b>1.6 %</b>	<b>11</b>	<b>0.7 %</b>
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Salpanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
<b>Sub Total</b>	<b>-</b>	<b>-</b>	<b>0</b>	<b>0.0 %</b>
American Indian or Alaskan Native	7	3.7 %	44	2.7 %
Arab or Arab American	-	-	-	-
Not Asked	-		6	
Other	14	7.3 %	109	6.7 %
Does Not Know	-	-	-	-
Refused	1		17	
Not Collected	2		44	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	194	100.0 %	1657	97.7 %
Spanish	-	-	38	2.2 %
Korean	-	-	1	0.1 %
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	-	-	15	0.9 %
18 to 24	20	10.3 %	150	8.9 %
25 to 30	36	18.6 %	261	15.5 %
31 to 40	39	20.1 %	327	19.4 %
41 to 50	48	24.7 %	401	23.8 %
51 to 60	37	19.1 %	370	22.0 %
61 to 70	11	5.7 %	128	7.6 %
71 to 80	3	1.5 %	32	1.9 %
Over 80	-	-	1	0.1 %
Not Collected	-		-	



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## Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Refused	-		11	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	7	3.6 %	65	4.0 %
Grade 9-11, no degree	23	12.0 %	201	12.4 %
GED	17	8.9 %	114	7.1 %
High School Degree	47	24.5 %	463	28.7 %
Some College or University	57	29.7 %	470	29.1 %
College or University Degree	30	15.6 %	228	14.1 %
Some Technical/Trade School	2	1.0 %	25	1.5 %
Technical/Trade School Degree	9	4.7 %	50	3.1 %
Does Not Know	-	-	-	-
Refused	-		20	
Not Collected	-		28	
Not Asked	2		32	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	187	90.3 %	1618	91.9 %
Cigar	7	3.4 %	54	3.1 %
Pipe	1	0.5 %	8	0.5 %
Smokeless Tobacco	11	5.3 %	74	4.2 %
Other	1	0.5 %	6	0.3 %
Not Collected	1		6	
<b>Total</b>	<b>208</b>	<b>100.0 %</b>	<b>1766</b>	<b>100.0 %</b>

## Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	114	88.4 %	958	90.5 %
Currently Pregnant	12	9.3 %	81	7.7 %
Planning Pregnancy in the Next 3 Months	3	2.3 %	12	1.1 %
Currently Breastfeeding	-	-	7	0.7 %
Refused	-		-	
Not Collected	-		-	
<b>Total</b>	<b>129</b>	<b>100.0 %</b>	<b>1058</b>	<b>100.0 %</b>

## Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	38	17.7 %	311	16.1 %
CAD	11	5.1 %	139	7.2 %
COPD	29	13.5 %	265	13.8 %
Diabetes	16	7.4 %	182	9.5 %
None	121	56.3 %	1025	53.2 %



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## Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Does Not Know	-	-	4	0.2 %
Refused	1		11	
Not Collected	1		10	
<b>Total</b>	<b>217</b>	<b>100.0 %</b>	<b>1947</b>	<b>100.0 %</b>

## Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	1	0.5 %	31	1.9 %
Contemplation	10	5.2 %	68	4.1 %
Preparation	166	86.5 %	1433	85.8 %
Action - Unknown	2	1.0 %	14	0.8 %
Action - Less than 24 hours	-	-	21	1.3 %
Action - 24 hours to less than 7 days	3	1.6 %	46	2.8 %
Action - 7 days to less than 1 month	7	3.6 %	36	2.2 %
Action - 1 month to less than 6 months	3	1.6 %	14	0.8 %
Action - 6 months or more	-	-	7	0.4 %
Not Collected	2		26	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	62	33.5 %	304	30.4 %
Less than \$15,000 (\$10,000 to less than \$15,000)	26	14.1 %	164	16.4 %
Less than \$20,000 (\$15,000 to less than \$20,000)	23	12.4 %	113	11.3 %
Less than \$25,000 (\$20,000 to less than \$25,000)	11	5.9 %	94	9.4 %
Less than \$35,000 (\$25,000 to less than \$35,000)	25	13.5 %	119	11.9 %
Less than \$50,000 (\$35,000 to less than \$50,000)	18	9.7 %	83	8.3 %
Less than \$75,000 (\$50,000 to less than \$75,000)	8	4.3 %	59	5.9 %
More than \$75,000	5	2.7 %	38	3.8 %
Does Not Know	7	3.8 %	26	2.6 %
Refused	6		35	
Not Collected	3		661	
<b>Total</b>	<b>194</b>	<b>100.0 %</b>	<b>1696</b>	<b>100.0 %</b>

## Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	114	92.7 %	607	94.8 %
Gay or lesbian	1	0.8 %	10	1.6 %
Bisexual	8	6.5 %	19	3.0 %
Other	-	-	2	0.3 %
Does Not Know	-	-	2	0.3 %
Not Asked	1		386	
Refused	5		32	
<b>Total</b>	<b>129</b>	<b>100.0 %</b>	<b>1058</b>	<b>100.0 %</b>



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## Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	58	95.1 %	356	96.2 %
Gay or lesbian	3	4.9 %	9	2.4 %
Bisexual	-	-	3	0.8 %
Other	-	-	2	0.5 %
Does Not Know	-	-	-	-
Not Asked	2		221	
Refused	2		19	
Total	65	100.0 %	610	100.0 %